

ELECTRONIC MARKETPLACE FOR AUCTIONING NON-EXCLUSIVE RIGHTS IN
INTANGIBLE PROPERTY

ABSTRACT

An electronic marketplace for selling and auctioning off display rights to digital imagery.

- 5 Photographers upload digital images to a web site run by an auction house and specify the terms and conditions under which they are willing to allow others to display the digital images. Prospective buyers, who have registered with the auction house can view these digital images, and bid for the right to display the images. Various exclusive and non-exclusive display rights are offered, and various auctions and pricing schemes are offered, and the buyers are selected
- 10 from the bidders according to one of a number of candidate auction algorithms, depending on the objectives of the auction house and the photographer.